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June 11, 1997

RJR Account # 423360 SANDY KATZ MIDDLESEX TOBACCO CO 450 FLORIDA GROVE RD PERTH AMBOY, NJ 08861

SALEM "TEAR TAPE" PROMOTION / JULY & AUGUST

To: SANDY KATZ

Salem "Tear Tape" product and displays have been ordered as indicated below to service your accounts on the attached listing for July and August shipment to your participating retail accounts. All additional pertinent promotional information is listed below:

Salem Tear Tape Product cases Arriving w/o June 23, 1997

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UPC Code Style of Item 2007 (A. 1997)	# Cases (6m)
Salem King Size	18
Salem 100's	18
Salem Lights King Size	.18
Salem Lights 100's	18
Displays	116

Salem Tear Tape Product cases Arriving w/o July 28th, 1997

UPC Code NA Style of Liem NA SALES NA SALES	# Gases (12m)
Salem King Size	17
Salem 100's	17
Salem Lights King Size	17
Salem Lights 100's	17
Displays	0

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Salem Tear Tape

Account: MIDDLESEX TOBACCO CO /

Displays:

116 Shippers

These shippers will service:

107 Retail Stores

Product/Premium Arrival (July Shipments):

Week of June 23, 1997

Product/Premium Arrival (Aug. Shipments):

Week of July 28, 1997

Ship Date to retail

The PO # for this order is:

Week of July 1 and August 4,1997

SKU Cube:

Varies by Retail account

Retail Sales Offer per SKU

Based on # cartons for each account

Billing per SKU

EFT \$ Amount/June

EFT \$ Amount/July

\$25.892.62

Non EFT Amount/June

Non EFT Amount/July

\$24,454,41

Promotion Description: Salem (4 Styles) with "tear tape" indicating a .30 price reduction. All retail reimbursments for the proce reduction will be paid by RJR representative at store level or at chain headquarters level. Do Not take the .30discount off invoice.

Ship each account the cartons indicated and 1 display as noted on the enclosed retail account listing. Utilize this same list to repeat this promotion shipping to retail the week of August 4th.

Attached is a list of retail accounts authorized to receive the promotion. RJR will reimburse you \$9 per live 12M case for all displays packed and shipped to retail on a timely basis, this equates to \$324.00.

Attached to this letter is a Payment Request form for this promotion. When display packing and retail delivery is complete, sign and date this form. Your RJR representative Lanny Wolfe must sign the form and submit it to out local Operations office for payment.

In addition to packing displays for your own retail accounts, the accounts serviced by the following Sub-Jobbers which you service are included in your allocation. These Sub-Jobbers have been notified to order the product/displays hippers from you.

CENTRAL JERSEY TOBACCO

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Salem Tear Tape

Account: MIDDLESEX TOBACCO CO /

<u>Important Note:</u> Your allocation may include extra product beyond those required to service your retail accounts on the attached list. This is due to the rounding of promotional cases. These few cartons can be used to fill RJR "pre-sticker" orders for Salem until depleted.

For additional information or questions please contact your RJR Representative: Lanny Wolfe

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Lanny Wolfe

Wholesale Partners "Value Added" payment request form

Promotion: Salem Tear Tape .30 pre-s	sniped product
Note: Payment is based on \$9 per 12r promotional displays to participating re	m case of "live" product, for shipment ofproduct and etail accounts.
Wholesale Partner Name: MIDDLES	SEX TOBACCO CO
RJR Account Number:	
Displays Wrapped and Delivered:	116
Value Added Payment Due:	\$324.00
Wholesale Partner Signature:	
RJR Representative:	•
Payment will be mailed directly to the	participating Wholesale Partner
=======Ope	rations Office Use========
Date Processed:	
Processed by:	
Voucher#:	

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ACCT	FULL NAME	ADDR1	СПУ	ST	ZIP	PRI WHLSR	PRI WHLSR NAME	VAP#	SK	SLT	\$100	SL.100	DISPLAY
	RAGHUVIR CORP.	322 HIGHWAY 34 SOUTH	ABERDEEN	MD	21001	423360	MIDDLESEX TOBACCO CO	0	3	3	3	3	
	MOBIL GAS 03C9X	143 E WASHINGTON AVE	WASHINGTON	NJ	7882	423360	MIDDLESEX TOBACCO CO	9086895060	8	8	8	8	1
		SO MAIN STREET	PHILLIPSBURG	NJ	8865	423360	MIDDLESEX TOBACCO CO	9084541444	6	6	6	6	1 -
424327	BUSY BEE/CROTON TEX	RT, 12 AND RT, 579	FLEMINGTON	NJ	8822	423360	MIDDLESEX TOBACCO CO	9087823362	4	4	4	4	1_
428908	STEVE'S FOOD STORE	42 N MAIN ST	FLEMINGTON	NJ	8822	423360	MIDDLESEX TOBACCO CO	9087821144	7	7	7	7	1
	STOP BUY FOOD STORE	1387 MAIN STREET	MILLSTONE	NJ	8876	423360	MIDDLESEX TOBACCO CO	39951	3	3		3	
454431	SOUTH BRIDGE CONVEN.	279 S BRIDGE ST	SOMERVILLE	NJ	8876	423360	MIDDLESEX TOBACCO CO	13980	3	3	3	3	
472598	BAH.M. FOOD, INC.	161 WASHINGTON AVE.	WASHINGTON	NJ	7882	423360	MIDDLESEX TOBACCO CO	9086891884	7	7	7	7	1
607166	BANNER FOOD STORE	130 E. MAIN STREET	SOMERVILLE	NJ	8876	423360	MIDDLESEX TOBACCO CO	2300	3	3	3	3	1
609475	KRAUSZERS	310 W UNION AVE	BOUND BROOK	NJ	8805	423360	MIDDLESEX TOBACCO CO	9083560466	4	4	4	4	1_
701994	KRAUSZER #210	807 S MAIN ST	MANVILLE	NJ	8835	423360	MIDDLESEX TOBACCO CO	0	3	3			
728012	MC ALEAVYS NEWS	8 10 E MAIN ST	SOMERVILLE	NJ	8876	423360	MIDDLESEX TOBACCO CO	24680	3	3	1 :		
730298	SUNNY FARMS	47 FINDERNE AVE	BRIDGEWATER	NJ	8807	423360	MIDDLESEX TOBACCO CO	9082480829	3	3			
738648	R&T FOOD CORP	41 43 WASHINGTON AVE	WASHINGTON	NJ	7882	423360	MIDDLESEX TOBACCO CO	0	5	5	5	5	1
228329	PENNY PANTRY FOODS	ROUTE 9/POND RD S/C	FREEHOLD	NJ	7728	423360	MIDDLESEX TOBACCO CO	0	9	9	1	9	
486308	AKAR AMOCO	RT. 36 & PALMER AVE	KEANSBURG	NJ	7734	423360	MIDDLESEX TOBACCO CO	9084953558	11	11	11	11	1
570540	HAZLET TEXACO	T/A YAVA INC	HAZLET	NJ	7730	423360	MIDDLESEX TOBACCO CO	3235	2	2	2	2	
570746	RARITAN MARKET	1719 UNION AVE	HAZLET	NJ	7730		MIDDLESEX TOBACCO CO	2678	3	3	3	3	_1
661689	SUNSET SERVICE STAT	GETTY	OCEAN	NJ	7712	423360	MIDDLESEX TOBACCO CO	9087744823	4	4	4	4	1
667190	CHRISTCO EXXON	RT. 79S & TENNENT RD	MORGANVILLE	NJ	7751	423360	MIDDLESEX TOBACCO CO	0	4	4	4	4	
668212	JERSEY PRIDE INC	111 LEONARDVILLE RD	BELFORD	NJ	7718		MIDDLESEX TOBACCO CO	0	11	11	4	11	
701176	SUNRISE DELI	504 ELY HARMONY RD	FREEHOLD	NJ	7728		MIDDLESEX TOBACCO CO	0	0				_
710374	COUNTRY FARMS INC	880 MAIN ST	BELFORD	NJ	7718		MIDDLESEX TOBACCO CO	0	3		_	_	
732014	JERSEY PRIDE	595 PALMER AVE	WEST KEANSBURG	NJ	7734		MIDDLESEX TOBACCO CO	0	4	4		4	
737804	JERSEY PRIDE	201 3RD ST	LONG BRANCH	NJ	7740	423360	MIDDLESEX TOBACCO CO	0	6				
737805	RED BANK MART	220 NEWMAN SPRINGS RD	RED BANK	NJ	7701		MIDDLESEX TOBACCO CO	9082197626	3				
090735	QUICK FOODS STORE	1721 PARK AVE	SOUTH PLAINFIEL	NJ	7080		MIDDLESEX TOBACCO CO	9086680353	5				
241457	QUICK STOP CONVEN.	206 W 7TH ST	PLAINFIELD	NJ	7060		MIDDLESEX TOBACCO CO	9087563660		3			
365148	STOP & GO DELI	1320 W 7TH ST	PISCATAWAY	NJ	8854	<u> </u>	MIDDLESEX TOBACCO CO	40000	6			<u> </u>	
401595	RED CARPET DELI	80 WATCHUNG AVE	NORTH PLAINFIEL	NJ	7060		MIDDLESEX TOBACCO CO	0	3				
401663	KRAUSZERS #26	50 MAIN ST	S BOUND BROOK	NJ	8880	•	MIDDLESEX TOBACCO CO	48400	5			1	
401813	PAULS STATIONERY	236 HAMILTON BLVD	SOUTH PLAINFIEL	NJ	7080		MIDDLESEX TOBACCO CO	0	3				
471339	7 DAYS FOOD STORE	392 NORTH AVE	DUNELLEN	NJ	8812	423360	MIDDLESEX TOBACCO CO	0	5	5	5	5	1

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ACCT	FULL NAME	ADDR1	CITY	ST	ZIP	PRI WHLSR	PRI WHLSR NAME	VAP#	SK	SLT	S100	SL100	DIŞPLAY
	KRAUSZERS #501	1315 STELTON RD	PISCATAWAY	NJ	8854	423360	MIDDLESEX TOBACCO CO	21685	6	6	6	6	
		66 MAIN ST	SOUTH BOUND BRO	NJ	8880	423360	MIDDLESEX TOBACCO CO	35350	5	5	5	5	1
617292	BRAVO	1245A W 7TH ST	SPLAINFIELD	NJ	7080	423360	MIDDLESEX TOBACCO CO	9087531114	7	7	7	7	1
690360	STOP N GO CONVENIENC	180 W LAKE AVE	COLONIA	NJ	7067	423360	MIDDLESEX TOBACCO CO	1275	3	3	3	3	1_
698532	QUICK OUT FOOD STORE	1111 SAINT GEORGES AVE	COLONIA	NJ	7067	423360	MIDDLESEX TOBACCO CO	0	2	2	2		
708032	SUPER CONV.STORE&DEL	472 W FRONT ST	PLAINFIELD	NJ	7060	423360	MIDDLESEX TOBACCO CO	40590	3	3	3	3	1
708034	19 PETROLEUM	99 LINCOLN BLVD	MIDDLESEX	NJ	8846	423360	MIDDLESEX TOBACCO CO	9085631112	4	4	4	4	1
772596	BOB'S 4 WHEEL DRIVE	1645 STELTON RD	PISCATAWAY	ŊJ	8854		MIDDLESEX TOBACCO CO	9089853888	12	12			
976523	SOUTH MINI MART, INC	69 MAIN ST	SOUTH BOUND BRO	NJ	8880	423360	MIDDLESEX TOBACCO CO	38905	5	5	5	5	
312709	SOMERSET DELI &FOODS	1483 STATE ROUTE 27	SOMERSET	Ŋ	8873	423360	MIDDLESEX TOBACCO CO	3050	4	4	4	4	
411546	STOP BUY FOOD STORE	435 AMWELL RD	BELLE MEAD	NJ	8502	423360	MIDDLESEX TOBACCO CO	0	5	5	5	5	1
685480	FRANKLIN HILL TIGER	650 FRANKLIN BLVD	SOMERSET	NJ	8873	423360	MIDDLESEX TOBACCO CO	102990	4	4	4	4	1
706430	KRAUSZER'S #11	550 HAMILTON ST	SOMERSET	NJ	8873	423360	MIDDLESEX TOBACCO CO	0	6	6	6	6	1
731074	SUN FOOD STORE	752 HAMILTON ST	SOMERSET	NJ	8873	423360	MIDDLESEX TOBACCO CO	2012412272	1	1	1	1	1
197950	FRANKLIN MOBIL MART	91 STATE RT 23	FRANKLIN	NJ	7416	423360	MIDDLESEX TOBACCO CO	2018274144	4	4	4	4	اا
273986	G J SCHOOL HOUSE	551 WARWICK TPKE	HEWITT	NJ	7421	423360	MIDDLESEX TOBACCO CO	2018537474	3	46			
400492	HIGHLAND GEN STORES	HIGHLAND LK. ROAD	HIGHLAND LAKES	NJ	7422	423360	MIDDLESEX TOBACCO CO	2107644541	5	$\overline{}$			
409658	WANTAGE EXXON	ROUTE 23	SUSSEX	NJ	7461	423360	MIDDLESEX TOBACCO CO	2018751077	5				
449399	LAKESIDE MKT & PIZZA	396 LAKE SHORE DR	HEWITT	NJ	7421		MIDDLESEX TOBACCO CO	2018531216					
728441	JESSE'S COUNTRY KETT	1603 GREENWOOD LAKE TPKE	HEWITT	NJ	7421	423360	MIDDLESEX TOBACCO CO	2017288780	3				
729984	QUICK STOP DELI	RT 23	HAMBURG	NJ	7419	423360	MIDDLESEX TOBACCO CO	2018753768		_ 5	1		
733000	S&S FOOD	574 MACOPIN RD	WEST MILFORD	NJ	7480	423360	MIDDLESEX TOBACCO CO	2016975081	5	5	5	5	1
770967	VERNON DRUG STORE	P.O. BOX 178	VERNON	NJ	7462	423360	MIDDLESEX TOBACCO CO	2017646200	4	_ 4	4	<u> </u>	1
040711	MOBIL OIL CO.	1620 OAK TREE RD.	EDISON	NJ	8820	423360	MIDDLESEX TOBACCO CO	9084944341	3		1		
248453	ROSA JOAO STAT., INC	1000 AMBOY AVE	EDISON	NJ	8837		MIDDLESEX TOBACCO CO	9082257442	9	9			
275925	CARTERET COLD CUT	1291 ROOSEVELT AVE	CARTERET	NJ	7008		MIDDLESEX TOBACCO CO	8300	3	1	1		
401870	7 11 #14860	196 ROUTE 35	CLIFFWOOD BCH	NJ	7735	423360	MIDDLESEX TOBACCO CO	14575	9				
401877	RARITAN DELI	510 RARITAN ST	SAYREVILLE	NJ	8872	423360	MIDDLESEX TOBACCO CO	0	2	<u></u>		2	1
402080	HILLTOP CARD	1530 OAK TREE RD # C	ISELIN	NJ	8830	423360	MIDDLESEX TOBACCO CO	590476	5	· ·	+		1
427210	M&M CONVENIENCE	525 AVENEL ST	AVENEL	NJ	7001	423360	MIDDLESEX TOBACCO CO	9086369645	6		<u> </u>	1—	1
430427	STOP N SHOP	2595 WOODBRIDGE AVE	EDISON	NJ	8817	423360	MIDDLESEX TOBACCO CO	0	5	<u> </u>			
467124	ISELIN NEWS & FOOD	849 GREEN ST	ISELIN	NJ	8830	423360	MIDDLESEX TOBACCO CO	48880	3			<u>. </u>	E
473202	R DELI	199 ROOSEVELT AVE	CARTERET	NJ	7008	423360	MIDDLESEX TOBACCO CO	33438	3	3	3	3	1

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			orm/	-	***	PRI	DOLMAN CD MANE	VAP#	×	SLT	S100	SL100	쭚
ACCT	FULL NAME	ADDR1 643 PORT READING AVE	PORT READING	ST NJ	ZIP 7064	WHLSR 423360	PRI WHLSR NAME MIDDLESEX TOBACCO CO	33125	<i>9</i> 7	7	<u>ග</u> 7	<i>9</i> 7	
	PORT NEWS & FOOD INC	27 LAFAYETTE RD	FORDS	NJ	8863		MIDDLESEX TOBACCO CO	590476	4		4	4	<u> </u>
	STATE NEWS		CARTERET	NJ	7008		MIDDLESEX TOBACCO CO	9089691050	4	4	4	4	-
	MACK CONV. STORE	583 ROOSEVELT AVE	CARTERET	NJ	7008		MIDDLESEX TOBACCO CO	9085419135	5	5	5	<u> </u>	_
	SHORT STOP	835 ROOSEVELT AVE	KEYPORT	NJ	7735	1	MIDDLESEX TOBACCO CO	7394333	3	3	3		
	RICHARDS DELICATESSE	226 W FRONT ST		NJ	8859		MIDDLESEX TOBACCO CO	9085259228	5				
	SWATI INC	3193 WASHINGTON RD	PARLIN	NJ	8840		MIDDLESEX TOBACCO CO	9085488850	4	4	4		_
	CIRCLE B / KRAUSZER	166 DURHAM AVE	METUCHEN			120000			4	4	4	└ ─-	است
	CENTER EXXON	1441 RT. 1 SOUTH	EDISON	NJ	8817		MIDDLESEX TOBACCO CO	9085485675		0		<u> </u>	
	G&G MOBIL, INC.	550 SMITH ST	PERTH AMBOY	NJ	8861		MIDDLESEX TOBACCO CO	590476	0				
	QUICK SHOP MINI MKT	436 AMBOY AVE	PERTH AMBOY	NJ	8861		MIDDLESEX TOBACCO CO	0	4	4	4		
	AA FOOD CORP	777 CLIFFWOOD AVE	MATAWAN	NJ	7747		MIDDLESEX TOBACCO CO	944 925	2	2			
	SAYREVILLE EXXON	6040 RT 9 & 35 N	SOUTH AMBOY	NJ	8879		MIDDLESEX TOBACCO CO	320700	3	3			
	7 11 #20610	1099 ROUTE 1	AVENEL	NJ	7001		MIDDLESEX TOBACCO CO	46000	6	6	_		
038586	PENNY PANTRY FOOD ST	RT 9 & TEXAS RD	MORGANVILLE	ŊJ	7751	1	MIDDLESEX TOBACCO CO	0	5	5	5		
078126	MONROE DELI	14 TAYLOR AVE	SPOTSWOOD	NJ	8884		MIDDLESEX TOBACCO CO	9082510939	5		5	_	
	MILK & STUFF	400 SPOTS ENGLISH ROAD	SPOTSWOOD	4	8884		MIDDLESEX TOBACCO CO	9082517744	4	4			1
270426	VAN'S GENERAL STORE	102 S MAIN ST	MILLTOWN	NJ	8850		MIDDLESEX TOBACCO CO	9087750373					
272939	SHILKA FOOD STORE	2279 WOODBRIDGE AVE	EDISON	Ŋ	8817		MIDDLESEX TOBACCO CO	0	4			1 1	1
408306	QUICK CORNER FOOD	100 SUMMERHILL RD	SPOTSWOOD	NJ	8884		MIDDLESEX TOBACCO CO	0	4		4		
413854	EMPORIUM GAS	1299 US HIGHWAY 9	OLD BRIDGE	NJ	8857		MIDDLESEX TOBACCO CO	9087212144	5				
450124	OLD BRIDGE AMOCO	579 ENGLISHTOWN RD	OLD BRIDGE	NJ	8857	423360	MIDDLESEX TOBACCO CO	9082512700	2	4	•	1	4
454731	E BRSWK FOOD & NEWS	191 OLD BRIDGE TPKE	EAST BRUNSWICK	NJ	8816	423360	MIDDLESEX TOBACCO CO	0	6	6	6	6	1
580849	RACETRAC INC	2680 RT 516	OLD BRIDGE	NJ	8857	423360	MIDDLESEX TOBACCO CO	9086792700	4		<u> </u>	<u> </u>	1
586021	OLD BRIDGE EXXON	1400 US HIGHWAY 9	OLD BRIDGE	NJ	8857	423360	MIDDLESEX TOBACCO CO	0	2	<u> </u>	1	2	1
596789	EAST BRUNS HESS NB	624 STATE ROUTE 18	EAST BRUNSWICK	NJ	8816	423360	MIDDLESEX TOBACCO CO	0	3			<u> </u>	_
641404	R & R CONVENIENCE	30 W RAILROAD AVE	JAMESBURG	NJ	8831	423360	MIDDLESEX TOBACCO CO	2600	2	2	2	2	1
690271	B B BIG FOOD MART	14 S 2ND AVE	HIGHLAND PARK	NJ	8904	423360	MIDDLESEX TOBACCO CO	9085455808	4	4	<u> </u>		1
703683	J&J ENTERPRISES, INC	ROUTE 34 NORTH	SOUTH AMBOY	NJ	8879	423360	MIDDLESEX TOBACCO CO	9087219553	2	2	2	2	1
707049	GISU STATION, INC	641 ROUTE 1 SOUTH	EDISON	NJ	8817	423360	MIDDLESEX TOBACCO CO	9089859679	8	8	8	8	1
729775	CIRCLE EXXON	HWY 1 & RT 18	NEW BRUNSWICK	NJ	8901	423360	MIDDLESEX TOBACCO CO	9082480820	4	4	4	4	1
737200	QUICK PIK	501 OLD POST RD	EDISON	NJ	8817	423360	MIDDLESEX TOBACCO CO	9082412272	3	3	3	3	3 1
	JERSEY PRIDE	19 COUNTY ROAD 516	OLD BRIDGE	NJ	8857	423360	MIDDLESEX TOBACCO CO	0	12	12	12	12	1_1
	527 GETTY	289 ENGLISHTOWN RD	OLD BRIDGE	NJ	8857	423360	MIDDLESEX TOBACCO CO	. 0	1				1

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ACCT	FULL NAME	ADDR1	CITY	ST	ZIP	WHLSR	PRI WHLSR NAME	VAP#	Я	SL	S10	S	ISIO
591764	MATTCO CO MINUTEMANT	3 NETCONG RD	BUDD LAKE	NJ	7828	423360	MIDDLESEX TOBACCO CO	2016910450	5	5	5	5	1
598056	AKAR 3 AUTO	27 ROUTE 46 EAST	PINE BROOK	NJ	7058	423360	MIDDLESEX TOBACCO CO	2012271563	3	3	3	3	1_
770568	KS FOOD PLUS	191 CHANGEBRIDGE RD	MONTVILLE	NJ	7045	423360	MIDDLESEX TOBACCO CO	361484	7	7	7	7	1
280678	7 11 #11028	105 CHAMBERSBRIDGE RD	BRICKTOWN	NJ	8723	423360	MIDDLESEX TOBACCO CO	9084770239	7	7	7	7	1
424365	AMOCO #535	644 RT 37 WEST	TOMS RIVER	NJ	8755	423360	MIDDLESEX TOBACCO CO	9085054944	0	0	0	0	1
424373	AMOÇO #537	919 FISCHER BLVD.	TOMS RIVER	NJ	8753	423360	MIDDLESEX TOBACCO CO	9085066594	2	2	2	2	1
726678	GETTY	91 BRICK BLVD	BRICK	NJ	8723	423360	MIDDLESEX TOBACCO CO	9089209818	4	4	4	4	1
657609	SWANS MINI MART	240 VAN SCIVER PKWY	WILLINGBORO	NJ	8046	423360	MIDDLESEX TOBACCO CO	6098711296	3	3	3	3	1_
							MIDDLESEX TOBACCO CO T	otal	477	477	477	477	107

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